I live in the San Francisco Bay Area and whenever I take a trip from my home in the North Bay town of Sonoma to anyplace in the East Bay or Peninsula I tune to channel 221, the instant weather and traffic for the greater San Fancisco Bay Area. I use to tune to am before this feature was available and would find myself waiting up to half an hour to hear the traffic reports. Even then these were so brief that I would not hear about the area I am traveling in or to. With the introduction of the Instant Traffic and Weather I can quickly find out about the traffic in greater detail in the area I am traveling and never have to wait more than 5 minutes to hear the information again, compaired to the half hour or longer I would have to wait for the information on AM or FM radio. If AM and FM feel threatened by this feature, they should improve their coverage and bring the information the consumer wants quicker. I still find myself changing to AM channels for local news while I drive, but they should leave XM alone, this is a great feature, that if lost will mostlikely cause an uproar, I will tell you that if it does go off air, I will speak up and demand it back, and I feel that I will not be alone in my request.